

**Amendments to the Specification**

Please replace the first paragraph at page 2 of Applicants' Specification with the following amended paragraph.

Increasingly, what were once niche markets within the sphere of commercial sales have been consolidated into large specialty retailer chains. The large specialty retailer chains are also challenged by the large mass market discount chains. For example, in the field of office supplies, there are specialty retailer chains such as OFFICE MAX stores, OFFICE DEPOT stores, and STAPLES stores. Large mass market discount chains such as WAL-MART stores, TARGET stores ~~Walmart, Target~~, and the like may further challenge the office supplies retail niche with large offerings of office supplies at low prices.